

Docket No. 348-046

## Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application

MALCOLM D. LAKE

Serial No. 10/780,461

Filed: February 17, 2004

For: **MARKETING DISPLAY**

## INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Applicant discloses to the Examiner under 37 CFR 1.56, and 37 CFR 1.97-1.98, as revised (1135 OG 13) and effective March 16, 1992, the information listed on the attached form PTO - 1449. This information may be found to be material to this invention under the current applicable patent law and as interpreted by the US PTO Rules, as cited above. Review and consideration of the listed references/information during substantive examination of this application is respectfully requested.

Applicant specifically emphasizes that this statement, and/or the act of identifying these references, is not to be construed as an admission that all or any of the references are prior art to the specific invention disclosed and claimed.

With regard to the foreign language patent documents cited, it is believed that

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the English Abstract or title fulfills the requirement for a concise explanation of the relevance of each document.

Also, nothing in this statement is to be construed as a representation that this is the only material information to be found, or the best. It, however, is the only information known to the applicant at this time that is believed to meet the "materiality standard" of the law. If additional qualifying references or other information is discovered in the future, a prompt submission will be made to fulfill applicant's continuing duty of disclosure under 37 CFR 1.99.

Respectfully submitted,

**KING & SCHICKLI, PLLC**

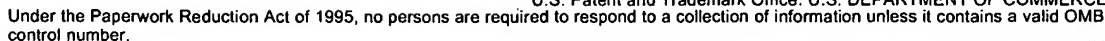


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CERTIFICATE OF MAILING

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Examiner Signature		Date Considered	
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

**Burden Hour Statement:** This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO:** Assistant Commissioner for Patents, Washington, DC 20231.